

Pan Li

800 W Peachtree St NW, Atlanta, GA 30332 • pan.li@scheller.gatech.edu

PROFESSIONAL EMPLOYMENT

Georgia Institute of Technology, Scheller College of Business Atlanta, GA
Assistant Professor in Information Technology Management (tenure-track) July 2023 - present
Affiliated Faculty - Machine Learning

EDUCATION

New York University, Stern School of Business New York, NY
Ph.D. in Information System May 2023
Advisor: Alexander Tuzhilin

University of Science and Technology of China Anhui, China
B.S., Mathematics & Computer Science (Special Class for the Gifted Young) June 2017

RESEARCH INTERESTS

- Personalization, Recommender Systems and Consumer Modeling/Understanding
- Deep Learning, Reinforcement Learning, NLP, and LLM Techniques

INDUSTRY EXPERIENCE

Visiting Researcher, Google Brain May 2022 - Jan 2023
Research Intern, Alibaba Sep 2020 - July 2021
Research Intern, Baidu Sep 2016 - Mar 2017
Research Intern, Sinovation Ventures June 2017 - Aug 2017

JOURNAL PUBLICATIONS

[J1] **Pan Li**, Alexander Tuzhilin, “When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems”, *Information System Research (ISR)* Volume: 35 Issue: 3, pp.1257-1273. (2023)

[J2] **Pan Li**, Maofei Que, Alexander Tuzhilin, “Dual Contrastive Learning for Efficient Static Feature Representation in Recommender System”, Forthcoming at *IEEE Transactions on Knowledge and Data Engineering (TKDE)* Volume: 36 Issue: 2, pp. 544-555 (2023)

[J3] Moshe Unger, **Pan Li**, Shahana Sen, Alexander Tuzhilin, “Reconstructing Universal Embeddings of Customers from Domain-Specific Embeddings”, *ACM Transactions on Management Information Systems (TMIS)* Volume 14, Issue 2, Article No. 20, pp 1–30 (2023)

[J4] **Pan Li**, Alexander Tuzhilin, “Dual Metric Learning for Effective and Efficient Cross-Domain Recommendations”, Forthcoming at *IEEE Transactions on Knowledge and Data Engineering (TKDE)* Volume: 35 Issue: 1, pp. 321 - 334 (2023)

[J5] **Pan Li**, Brian Brost, Alexander Tuzhilin, “Adversarial Learning for Cross-Domain Recommendations”, *ACM Transactions on Intelligent Systems and Technology (TIST)* Volume 14, Issue 1, Article No. 5, pp 1–25 (2022)

[J6] **Pan Li**, Alexander Tuzhilin, “Learning Latent Multi-Criteria Ratings from User Reviews for Recommendations” , *IEEE Transactions on Knowledge and Data Engineering (TKDE)*, Volume: 34 Issue: 8, pp. 3854 - 3866 (2022)

[J7] **Pan Li**, Alexander Tuzhilin, “Latent Unexpected Recommendations”, *ACM Transactions on Intelligent Systems and Technology (TIST)*, 11(6), pp.1-25 (2020)

[J8] Chen Zhu, Hengshu Zhu, Hui Xiong, Chao Ma, Fang Xie, Pengliang Ding, **Pan Li**, “Person-Job Fit: Adapting the Right Talent for the Right Job with Joint Representation Learning”, *ACM Transactions on Management Information Systems (TMIS)* 9, no.3:1-17 (2018)

PAPERS UNDER REVIEW

[P1] **Pan Li**, Jie Xu, D.J. Wu, Min Ding “When Interpretations and Predictions Help Each Other: A Novel Dual Learning Framework and Its Application in Visual Analytics”, Second-Round Major Revision at *Information System Research (ISR)*

[P2] **Pan Li**, Alexander Tuzhilin, “Deep Pareto Reinforcement Learning for Multi-Objective Recommender Systems”, Major Revision at *Management Information System Quarterly (MISQ)*

[P3] Moshe Unger*, **Pan Li***, Maxime Cohen, Brian Brost, Alexander Tuzhilin, “Bridging Listeners with Artists: Deep Multi-Objective Multi-Stakeholder Music Recommendations”, Under Second-Round Review at *Management Science (MS)* (after major revision, *equal contribution)

[P4] Yuyan Wang, **Pan Li**, Minmin Chen. “The Blessing of Reasoning: The Value of LLM-Based Contrastive Explanations in Black-Box Recommender Systems.”, Under Review *Marketing Science (MKSC)*

WORKING PAPERS

[W1] “A Dynamic System Framework for Modeling Consumer Trajectories and Exploring Consumer Preferences in Recommender System” (with Alexander Tuzhilin)

[W2] “I want to know more!”: Measuring the Impact of Triggering Consumer Curiosity in Recommender System”, (with Alexander Tuzhilin)

[W3] “Modeling Hierarchical User Exploration for Improving Long-Term Performance in Recommender Systems.”, (with Yuyan Wang and Minmin Chen)

[W4] “Tuning towards Fairness: Conditional Disentangled Image Generation” (with Yi Gan, Jie Xu, D.J. Wu and Min Ding)

[W5] “AGP: Auto-Guided Prompt Refinement for Personalized Reranking in Recommender Systems” (with Chen Wang, Mingdai Yang, Zhiwei Liu, Linsey Pang, Qingsong Wen and Philip Yu)

[W6] “Hierarchical Learning to Rank for Revenue Optimization in E-Commerce Product Search” (with Shui Liu, Mingyuan Tao, Maofei Que, Dong Li, Shenghua Ni and Zhuoran Zhuang)

[W7] “NAM: A Normalization Attention Model for Personalized Product Search In Fliggy” (with Shui Liu, Mingyuan Tao, Maofei Que, Dong Li, Shenghua Ni and Zhuoran Zhuang)

TOP-TIER CONFERENCE PUBLICATIONS

[C1] **Pan Li**, Zhichao Jiang, Maofei Que, Yao Hu, Alexander Tuzhilin, “Dual Attentive Sequential Learning for Cross Domain Click-Through Rate Prediction”, *Proceedings of the 27th ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD 2021)*
Full Paper with Oral Presentation; Acceptance Rate: 15.4%

[C2] **Pan Li**, Maofei Que, Zhichao Jiang, Yao Hu, Alexander Tuzhilin, “PURS: Personalized Unexpected Recommender System for Improving User Satisfaction”, *Proceedings of the 14th ACM Conference on Recommender System (RecSys 2020)*
Full Paper with Oral Presentation; Acceptance Rate: 18%

[C3] **Pan Li**, Alexander Tuzhilin, “DDTCDR: Deep Dual Transfer Cross Domain Recommendation”, *Proceedings of the 13th International Conference on Web Search and Data Mining (WSDM 2020)*
Full Paper with Oral Presentation; Acceptance Rate: 15%

[C4] **Pan Li**, Alexander Tuzhilin, “Towards Controllable and Personalized Review Generation”, *Proceedings of the 2019 Conference on Empirical Methods in Natural Language Processing (EMNLP 2019)*
Full Paper with Poster Presentation; Acceptance Rate: 24.6%

[C5] **Pan Li**, Alexander Tuzhilin, “Latent Multi-Criteria Ratings for Recommendations”, *Proceedings of the 13th ACM Conference on Recommender Systems (RecSys 2019)*
Short Paper with Poster Presentation; Acceptance Rate: 19%

[C6] **Pan Li**, Alexander Tuzhilin, “Latent Modeling of Unexpectedness for Recommendations”, *Proceedings of the 13th ACM Conference on Recommender Systems (RecSys 2019)*
Late-Breaking Result Track Paper with Poster Presentation; Acceptance Rate: 31%

[C7] Tong Xu, Hengshu Zhu, Chen Zhu, **Pan Li**, Hui Xiong, “Measuring the popularity of job skills in recruitment market: A multi-criteria approach”, *Proceedings of Thirty-Second AAAI Conference on Artificial Intelligence (AAAI 2018)*
Full Paper with Poster Presentation; Acceptance Rate: 24.6%

AWARDS

INFORMS Data Science Workshop Best Reviewer Award	2024
INFORMS ISS Design Science Award	2023
NYU Fubon Doctoral Fellowship	2022-2023
WITS Conference Best Dissertation Award	2021
WITS Conference Best Student Paper Runner-Up Award	2021
SIGIR Travel Award	2020

ACADEMIC SERVICE

Program Chair: INFORMS Data Science Workshop 2025

Web Chair: WITS 2025

Program Committee: KDD, INFORMS Data Science Workshop, RecSys, EMNLP, ACL, CIST, WITS

Invited Reviewer: Management Science, ISR, MISQ, IEEE TKDE, ACM TIST, ACM TMIS, IEEE Intelligent System, ACL, EMNLP, AAAI, IJCAI, ICIS, CIST, WITS